

Set	Items	Description
S1	0	AU=(JOFFE E? OR JOFFE, E?)
S2	2364668	HYPERLINK? OR URL? ? OR (WEB OR SITE? ? OR INTERNET) (2N) ADDRESS? OR HYPER()LINK? ? OR HTTP?
S3	1059852	ADVERT? OR AD OR PROMO? ? OR BANNER? ? OR ADS OR COMMERCIAL? ?
S4	673591	TRACK? OR TRACE? OR TRACING OR MONITOR?
S5	1680242	ACTIVIT? OR VISIT?
S6	1486414	MEASUR? OR CALCULAT? OR DETERMIN? OR COMPUTE OR COMPUTES OR COMPUTING OR ESTIMAT?
S7	2659150	EFFICIEN? OR EFFECTIVE? OR PERFORMANC? OR GOAL OR RESPONS?
S8	51176	S4 (3N) (S5 OR S7)
S9	87407	S6 (3N) (S5 OR S7)
S10	53213	S2 (S) S3
S11	99	S10 AND S8 AND S9
S12	101	S10 (15N) S8
S13	140	S10 (15N) S9
S14	11	S12 (20N) S6
S15	20	S13 (20N) S4
S16	62	(S14 OR S15 OR S11) NOT PY>2001
S17	57	S16 NOT PD=20010803:20040729
S18	57	RD (unique items)
File	813:PR Newswire 1987-1999/Apr 30	
	(c) 1999 PR Newswire Association Inc	
File	810:Business Wire 1986-1999/Feb 28	
	(c) 1999 Business Wire	
File	634:San Jose Mercury Jun 1985-2004/Jul 28	
	(c) 2004 San Jose Mercury News	
File	624:McGraw-Hill Publications 1985-2004/Jul 28	
	(c) 2004 McGraw-Hill Co. Inc	
File	613:PR Newswire 1999-2004/Jul 29	
	(c) 2004 PR Newswire Association Inc	
File	610:Business Wire 1999-2004/Jul 29	
	(c) 2004 Business Wire.	

18/3,K/1 (Item 1 from file: 813)  
DIALOG(R)File 813:PR Newswire  
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1363947 LAM055  
**AdKnowledge Introduces Advisor - Now Marketers and Agencies Can Measure Web Advertising Effectiveness**

DATE: October 26, 1998 08:09 EST WORD COUNT: 1,029

**AdKnowledge Introduces Advisor - Now Marketers and Agencies Can Measure Web Advertising Effectiveness**

... to measure and optimize the return on web advertising. With Advisor, marketers can now accurately **track** consumers' complete **response** to ads, including buying patterns, to determine long-term customer value.

Advisor is the latest...

... web marketing dollars and save time and money by automating the web advertising process.

Accurate **Tracking** of Web Advertising **Effectiveness** Now a Reality

Usually, the success of most web advertising is gauged using a combination...

... AdKnowledge Advisor closes the loop of web advertising by providing a more accurate way to **track** an ad's **effectiveness**. Unlike other products in the marketplace, Advisor is seamlessly integrated into the AdKnowledge System, the...

... With AdKnowledge's Advisor, marketers and agencies can truly measure "post-click" consumer actions to **determine** advertising **effectiveness** and the long-term value of a customer relative to acquisition costs. More than just...

... advertisement - which measures how popular or eye-catching an ad is, but not necessarily how **effective**. Post-click **tracking** defines advertising results more accurately than click-through, because it reports on what customers do...

... software to buy or maintain. Billing is based on percentage tiers that correlate to monthly **advertising** billing volume. In addition, Advisor's basic reporting function is available now for a set...

... For more information, or to order the AdKnowledge System, call 800-286-6778 or visit <http://www.adknowledge.com>.

#### ABOUT ADKNOWLEDGE

AdKnowledge is the only independent provider of a complete, end-to-end web **advertising** management system that generates a high return on investment for the **advertiser**'s media dollars and increases the profitability of agencies. The AdKnowledge System automates the **advertising** process and delivers it through one easy-to-manage web-based system, which enables users <http://www.adknowledge.com>.

SOURCE AdKnowledge

18/3,K/2 (Item 2 from file: 813)  
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1336095 HSTU042  
**NetGravity Launches AdServer 3.5 for Targeted, Mission-Critical Online Marketing**

DATE: September 8, 1998 07:58 EDT WORD COUNT: 1,039

... investment. Building on top of AdServer's already unique, distributed architecture, AdServer 3.5 automatically **monitors** the **performance** level of each AdServer in a network, and distributes the ad request load proportionately. This...

...<http://www.netgravity.com>.

#### About NetGravity

NetGravity is the leading provider of mission-critical online **advertising** and direct marketing software solutions. NetGravity delivers a range of scalable software and service solutions to manage **advertising** inventory, dynamically target **ads** and reliably **measure** **ad performance** for websites and networks. The company's worldwide customer base numbers more than 250, including...

... Market under the symbol NETG. For more information, please call 650-655-4777 or visit <http://www.netgravity.com>.

#### Legal Notice Regarding Forward-Looking Statements

Except for the historical information contained...

... include, without limitation, those relating to: the size and rate of growth of the online **advertising** market; NetGravity's ability to develop, on a timely basis, new releases of its software...other of NetGravity's filing with the Securities and Exchange Commission, each available online at <http://www.sec.gov>.

SOURCE NetGravity, Inc.

18/3,K/3 (Item 3 from file: 813)  
DIALOG(R)File 813:PR Newswire  
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1329204 SFM043  
**ValueClick Network Releases VisiTrack Free to Online Advertisers**

DATE: August 24, 1998 08:04 EDT WORD COUNT: 600

...using a real-time statistics module. Using VisiTrack, advertisers on the ValueClick Network can instantly **monitor** the **effectiveness** of their banner ad campaigns. VisiTrack is a free service offered to advertisers on the...

...on selected pages of the advertiser's site, the performance data of each banner is **measured** and recorded. The **VisiTrack** results are placed on the advertiser's real-time statistics module, giving the advertiser powerful...

...Bravo! Marketing, 415-777-0800, ext. 118,  
or lionel bravomarketing.com, for ValueClick

Web site: <http://www.valueclick.com/ad.html>

Web site: <http://www.valueclick.com>

**18/3,K/4 (Item 4 from file: 813)**  
DIALOG(R) File 813:PR Newswire  
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1322877 SFTU026  
**NetGravity Launches AdCenter Service Solution**

DATE: August 11, 1998 07:58 EDT WORD COUNT: 1,059

...of reports.

Optional AdCenter features include:

AdCenter ActionTrak -- AdCenter ActionTrak enables sites and advertisers to **track** subsequent transaction **activity** back to the originating content site and/or specific ad creatives. This cost per action  
...

...NETGRAVITY for more information.

#### About NetGravity

NetGravity is the leading provider of mission-critical online **advertising** and direct marketing software solutions. NetGravity delivers a range of scalable software and service solutions to manage **advertising** inventory, dynamically target **ads** and reliably **measure** ad **performance** for websites and networks. The company's worldwide customer base numbers more than 250, including...

... SM) under the symbol NETG. For more information, please call 650-655-4777 or visit <http://www.netgravity.com>.

#### Legal Notice Regarding Forward-Looking Statements

Statements in this press release which risk that online **advertising** and direct marketing do not gain broad market acceptance. Readers should also refer to the...

...Registration Statement (No. 33-51007) and other filings available on the SEC's website at <http://www.sec.gov>.

SOURCE NetGravity, Inc.

**18/3,K/5 (Item 5 from file: 813)**  
DIALOG(R) File 813:PR Newswire  
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1312396 NYW085  
**Unified Gamers Online Ranks 1 in Audience Composition with Teens According to Recent Study**

DATE: July 22, 1998 12:37 EDT WORD COUNT: 416

...the first company to provide national audience projections for the World Wide Web to help **advertisers**, agencies and site publishers more accurately **track** Web usage and target **advertising**. RK reports **measure** "unique **visitors**" in terms of age, gender, income, location, market breaks, education, home/business use and industry...

**18/3,K/6 (Item 6 from file: 813)**

DIALOG(R)File 813:PR Newswire  
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1273036 LATH026  
**ICG Netcom Launches Aggressive Database Marketing Efforts With Intelliquest**

DATE: May 7, 1998 07:02 EDT WORD COUNT: 937

... to the technology industry. IntelliQuest uses its proprietary databases and software to help technology companies **track** product **performance** and customer satisfaction, **measure** **advertising effectiveness**, assess brand strength and competitive position, **determine** price sensitivity, and evaluate new products, markets or other business opportunities. IntelliQuest licenses custom proprietary...

... advice to the Internet and online services industries. IntelliQuest has over 400 employees worldwide. Internet: <http://www.intelliconquest.com>

IQ MKIS is headquartered at 380 Interstate North Parkway, Suite 310, Atlanta...

**18/3,K/7 (Item 7 from file: 813)**

DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1196291 SFM018  
**Sidewalk Announces Major New National and Regional Advertisers and Sponsors**

DATE: December 8, 1997 08:00 EST WORD COUNT: 823

... to personalize their messages for individuals in local markets. In addition, fast, reliable data-gathering **tracks** the **effectiveness** of specific ads, helping marketers adapt their messages for increased impact. The new national advertisers...

... targeted, personal way. The ability to deliver different messages to different markets and get quick **measures** of **effectiveness** is a major benefit."

Besides enabling advertisers to deliver different campaigns to different markets, Sidewalk...

...also scheduled to come to Chicago.

Sidewalk is free on the World Wide Web at <http://sidewalk.com/> and is a featured offering on MSN(TM), The Microsoft Network Internet online service, at <http://www.msn.com/> (connect-time charges may apply). Advertising sponsors include BankBoston; Bank of America and Seafirst

Bank; Bantam Books; Barnes & Noble Inc.; BMW...

18/3,K/8 (Item 8 from file: 813)  
DIALOG(R) File 813:PR Newswire  
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1142120 NYTU094  
**DoubleClick Launches First International Web Advertising Network in Japan**

DATE: August 19, 1997 16:02 EDT WORD COUNT: 986

... and Targeting) is DoubleClick's leading ad targeting and reporting system that ensures accurate and **effective tracking**, trafficking and **measuring** of online ad campaigns.

Other advanced technologies that will be available through DoubleClick Japan Inc...

...TestIt!, a program designed for testing banner creative within 48 hours; Spotlight, a service for **tracking** user **activity** beyond the banner; and ClickBoosters, DoubleClick's proprietary intelligent marketing agent for automated placement of...

...site pages most likely to generate the highest response rates.

About DoubleClick Inc.  
DoubleClick Inc, (<http://www.doubleclick.net>) is the leading Internet **advertising** solutions company. Combining state-of-the-art technology and media expertise, DoubleClick successfully centralizes planning...

18/3,K/9 (Item 9 from file: 813)  
DIALOG(R) File 813:PR Newswire  
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1034074 NEM005  
**net.Genesis and ZDNet Announce Strategic Relationship to Publish First Web Performance Index**

DATE: December 16, 1996 08:29 EST WORD COUNT: 765

...of the Internet -- one of today's most prominent Internet concerns -- by enabling us to **track** Web **performance** peaks and valleys. Thanks to net.Genesis' innovative research, we're able to publish the...

... ZDNet.Sweep index will allow companies to understand nationwide performance trends against which they can **measure** their own **performance** ."

The net.Sweep polling system is based on a distributed network across the United States...

... be accessed over 500 times per day, seven days a week, resulting in a comprehensive **measurement** of their **performance** from a wide variety of viewpoints and solid trend data to measure changes over time...  
...s effectiveness. net.Sweep, the first to market service from net.Genesis offers a quantitative **measurement** of the **performance** of a Web site and helps pinpoint problems. The net.Genesis products are available directly...

... based ZDNet is Ziff-Davis' award-winning brand of online services. The ZDNet Web site ( <http://www.zdnet.com>), a high-quality source of computing news, buying information and services, is...

... the 10,000-title ZDNet Software Library. Nearly 2.5 million unique visitors use the **advertiser** -supported ZDNet site each month. ZDNet is consistantly ranked among the top-grossing Web sites...

**18/3,K/10 (Item 10 from file: 813)**  
DIALOG(R)File 813:PR Newswire  
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0985268 NYF009  
**CMP Media Inc. Announces Joint Venture Partnership With WebConnect**

DATE: August 16, 1996 09:30 EDT WORD COUNT: 663

...and efficiently.

A key component of WebConnect is its state-of-the-art tracking and measuring tools. WebConnect delivers immediate online reporting to **advertisers**. By accessing a private, secure URL, **advertisers** can directly monitor the effectiveness of their campaign on their own PC -- any day, any time.  
This online reporting architecture...

**18/3,K/11 (Item 11 from file: 813)**  
DIALOG(R)File 813:PR Newswire  
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0975372 NYTU018  
**ANOTHER INDUSTRY FIRST! ACNIELSEN ASI NET VIEWS'96 PRODUCT MEASURES INTERNET MARKETING POTENTIAL BY BRAND, CATEGORY**

DATE: July 23, 1996 09:01 EDT WORD COUNT: 679

...the Internet at <http://acnielsen.com>.

Stamford, Conn.-based ASI Market Research, Inc. tests more commercials each year than any other company in the world. ASI comprise s three operating divisions: Advertising Testing, which provides copy testing for measures like persuasion, recall and diagnostics; ASIRAS, which tracks advertising , conducts sales response analysis and measures the long-term effects of advertising ; and ASIinteractive, which offers research services for interactive media including interactive television, CD-ROM, games...

...sites. To learn more about ASI Market Research, visit the company's home page at <http://www.asiresearch.com>.

**18/3,K/12 (Item 12 from file: 813)**  
DIALOG(R)File 813:PR Newswire  
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0890300 SFW013  
C NET: THE COMPUTER NETWORK UNVEILS REVOLUTIONARY INTERNET ADVERTISING  
TOOLS THAT ALLOW CUSTOM BANNER AD DELIVERY BASED ON DEMOGRAPHIC  
INFORMATION

DATE: December 6, 1995 06:55 EST WORD COUNT: 902

...Over a year in development, the new technology, called DREAM (Delivery of Real-Time Electronic Advertising messages) will be made available to c/net's advertisers beginning December 15 on c/net's two World Wide Web sites; c/net online (<http://www.cnet.com>) and shareware.com (<http://www.shareware.com>). Three direct marketing advertisers, Insight, Internet Shopping Network, and MicroXperts will be the first to utilize the new technology...

...Building on Existing Tracking Tools

Since October 1, c/net also has offered ARM (Advertising Response and Monitoring) software, a first-of-a-kind set of tools that allows advertisers to evaluate audience response to their messages. Using ARM, c/net online, advertisers also can determine the audience most responsive to a product or message and compare advertising usage and response rates against system-wide...

18/3,K/13 (Item 13 from file: 813)  
DIALOG(R)File 813:PR Newswire  
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0881136 NE002  
**ZIFF-DAVIS' ZD NET RECEIVES PRESTIGIOUS 'BEST OF THE NET' AWARD**

DATE: November 9, 1995 08:29 EST WORD COUNT: 904

...Reinforcing its position as the leading provider of computer buying information to both Internet and commercial online service users, Ziff-Davis Interactive (ZDI) today announced that its ZD Net/World Wide Web Edition (<http://www.zdnet.com>) received the prestigious "Best of the Net" award from GNN in the...

...understanding the ever-changing dynamics of the Internet, to their counterparts at Ziff-Davis' leading computing publications, who are responsible for creating the online versions of their respective publications within ZD Net."

At the event...

...of design, regularity of updates, use of the Internet medium to transcend traditional media, proven performance track record, reputation among Internet users, and amount of free content.

According to GNN's corresponding...

18/3,K/14 (Item 1 from file: 624)  
DIALOG(R)File 624:McGraw-Hill Publications  
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01170824  
**Profiles**  
Aviation Week & Space Technology May 14, 2001; Pg E14; Vol. 154, No. 20

Journal Code: AW

ISSN: 0005-2175

Section Heading: E-BOOK

Word Count: 12,941

\*Full text available in Formats 5, 7 and 9\*

TEXT:

...AAA), which allows rapid changes in an aircraft's configuration, from weight sizing through detailed **performance calculations** and cost **estimations**. Aero-CADD is a 3D wireframe and surface modeling tool. It contains an AeroPack feature... separate private Internet sites from its U.S.-based affiliate for its suppliers and customers. <https://ebc.pwc.ca> is a source for online customer training, warranty and **commercial support**, technical publications, aftermarket spare parts and suppliers' parts scheduling. A second site for its...working in hard code, such as C or C++. Training is task-based and student **performance** is **tracked** and **measured**. The software's modular functionality allows training tasks to be modified to suit different levels...

18/3,K/15 (Item 1 from file: 613)

DIALOG(R)File 613:PR Newswire

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00589390 20010611NEM049 (USE FORMAT 7 FOR FULLTEXT)

**New Agent Referral System Provides Hartford Agents with Leads for Customers Seeking Personal Insurance Coverage**

PR Newswire

Monday, June 11, 2001 15:13 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 592

...Locator and lead generation and management system lies in the ability to manage the leads, **track** lead **activity** and **measure** the **response** and conversion to sale of these Internet generated leads.

"We want to make sure that...

...benefits;

automobile and homeowners products; commercial property and casualty insurance; and reinsurance. The Hartford's **Internet address** is [www.thehartford.com](http://www.thehartford.com)

MAKE YOUR OPINION COUNT - Click Here  
<http://tbutton.prnewswire.com/prn...>

18/3,K/16 (Item 2 from file: 613)

DIALOG(R)File 613:PR Newswire

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00585868 20010605DCTU002 (USE FORMAT 7 FOR FULLTEXT)

**Inhand Announces Batterysmart(TM) for Handheld Platforms; Software/Hardware Technology Increases Performance Options And Battery Duration**

PR Newswire

Tuesday, June 5, 2001 12:00 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 520

...bandwidth monitor that works at

the operating system's kernel level, enabling developers to accurately determine necessary performance adjustments. This monitor offers the developer a true measure of CPU bandwidth, enabling the creation of handheld devices...

...Inc.) is an ultra-portable handheld platform provider to Original Equipment Manufacturers. The company provides commercial off-the-shelf developer's kits that are industrial-strength and power-efficient, for uses...

...headquarters are in Rockville, Maryland. For more information please view the company web site at

<http://www.inhandelectronics.com>.

Customer Contact:  
Mark Price  
InHand Electronics, Inc.

301-670-9508  
[sales@inhandelectronics.com](mailto:sales@inhandelectronics.com)...

18/3,K/17 (Item 3 from file: 613)  
DIALOG(R)File 613:PR Newswire  
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00552012 20010416PHM011 (USE FORMAT 7 FOR FULLTEXT)  
**Decisionone, Kinetic Workplace And Equis Establish Strategic Alliance for Telework Planning Services**  
PR Newswire  
Monday, April 16, 2001 08:31 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,050

...program that addresses: personnel policies, procedures and protocols; change management; methodology to enter the program; measurement benchmarks and performance tracking ; and other areas such as class room, computer-based and online training, and the coordination...

...Katherine Kuntz, Director Marketing Communications of DecisionOne, 610-993-6570, or Jeff McGinnis of Gaul Advertising , 610-225-0761, ext. 14,  
or Ronald Hudak, Marketing of Kinetic Workplace, 412-391-1010, ext. 254, or Mary Furman of Marketing, Equis Corporation, 312-424-8135  
Web site: <http://www.kineticworkplace.com>  
Web site: <http://www.equiscorp.com>  
Web site: <http://www.decisionone.com>

18/3,K/18 (Item 4 from file: 613)  
DIALOG(R)File 613:PR Newswire  
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00549970 20010411DAW003 (USE FORMAT 7 FOR FULLTEXT)  
**ACS Chosen by Department of Defense for Health Care Program Evaluation**

PR Newswire  
Wednesday, April 11, 2001 08:05 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 521

TEXT:  
...ACS and its subcontractors, the MEDSTAT Group and the West Virginia Medical Institute, will be **responsible** for **determining measurable** improvements in the quality of the Military Health System by conducting studies and **performance measures** in the area of medical best practices; assessing Health Plan Employer Data and Information Set...

...to include administrative data and medical record data. The objective of the NQMP is to **monitor performance** and to improve the quality of care within the Military Health System. It involves all...

...1000 company comprised of nearly 20,000 people in 21 countries providing technology solutions to **commercial** and government clients worldwide. The company delivers e-solutions, systems integration services, and a complete...

...symbol "ACS". ACS makes technology work for our clients. Visit ACS on the Internet at <http://www.acs-inc.com>.

The statements in this news release that do not directly relate...

18/3,K/19 (Item 5 from file: 613)  
DIALOG(R)File 613:PR Newswire  
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00528714 20010307LAW048 (USE FORMAT 7 FOR FULLTEXT)  
**Websidestory Rolls Out Red Carpet for Web Sites Expecting Big OSCAR(R) Crowds**  
PR Newswire  
Wednesday, March 7, 2001 10:30 EST  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 682

TEXT:  
...pioneering browser-based technology, HitBox Enterprise ([www.hitboxenterprise.com](http://www.hitboxenterprise.com)) offers unmatched scalability -- able to accurately **monitor** the **activities** of millions of visitors per hour. It requires no hardware or software installation, and can...

...the behavior of all of their visitors, no matter how large the volume."

HitBox Enterprise **measures** the **effectiveness** of:

-- Advertising -- With detailed intelligence on referring URLs and top paths through the site, companies advertising on Oscar sites can accurately assess the number of visitors that come to their site from each ad , and where they go once they arrive. For example, companies can see which ads inspired visitors to make a purchase or sign up for a membership.

-- E-commerce -- Sites...

...profitability by allowing them to easily measure marketing return on investment, increase site stickiness and visitor loyalty, track customer interest in products and services, improve customer service, and enhance site navigation. Nearly 200...

18/3,K/20 (Item 6 from file: 613)  
DIALOG(R) File 613:PR Newswire  
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00508396 20010205HSM060 (USE FORMAT 7 FOR FULLTEXT)  
**Veridiem Inc. Extends Marketing Performance Management Offerings with New Brand Insight Services**  
PR Newswire  
Monday, February 5, 2001 08:29 EST  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSPRICE  
WORD COUNT: 728

...this part of our business because of her experience in developing and implementing innovative advertising effectiveness measurement systems. We are delighted to have her expertise and skill in helping us design and...

...and among all key target audiences, provides a marketplace context for understanding changes in marketing performance .

-- The Ad Perception Monitor details consumers' ratings of specific advertisements compared to those of competitors, as well as norms ...

...Veridiem, Inc., is the leading provider of Marketing Performance Management (MPM) solutions that enable leading advertisers , and their agencies, to improve their return on marketing investments. Veridiem offers a hosted application...

...can be reached at (978) 461-2444 or by visiting the Veridiem Web site at <http://www.veridiem.com> .

SOURCE Veridiem Inc.  
CONTACT: Chris McCoin, 508-881-0095, or chris@mccoinsmith...

**18/3,K/21 (Item 7 from file: 613)**

DIALOG(R)File 613:PR Newswire  
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00504378 20010130CGTU025 (USE FORMAT 7 FOR FULLTEXT)

**Joint Marketing Agreement Signed by Thindisc Media And Insight Development**  
PR Newswire

Tuesday, January 30, 2001 08:06 EST

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 641

...publishers with an extraordinary ability to rapidly access and annotate Internet websites as well as **track response** rates," said Matthew Leek, TDM president. "This will generate new revenue streams and increase **measured response** rates far in excess of today's brute force methods."

ThinDISC Media is a digital media manufacturing company utilizing printing press technology to combine optical media with print media for **advertising** and promotional purposes, (marketable production scheduled for 4th quarter 2001).

If you seek any additional information about our company, please visit our website at <http://www.thindisc.com> .

Insight Development of San Ramon, CA is a leading developer of Internet  
...

**18/3,K/22 (Item 8 from file: 613)**

DIALOG(R)File 613:PR Newswire  
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00492541 20010111SFTH031 (USE FORMAT 7 FOR FULLTEXT)

**Macromedia Flash Advertising Alliance to Help Shape the Future of Rich**  
**Media Advertising**

PR Newswire

Thursday, January 11, 2001 11:00 EST

JOURNAL CODE: PR NEWSWIRE, INTERACTIVE CONNECTION LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,081

TEXT:

...standard way to easily track clickthrough and other elements of Macromedia Flash-based ads.

(Photo: <http://www.newscom.com/cgi-bin/prnh/19990921/MACRLOGO> )  
America Online, Bluestreak, CNET, DoubleClick, Engage, Excite...

...members of the alliance, which plans to offer a clear, standardized path for rich media **advertising** to be authored, delivered, and **tracked effectively** . Macromedia Flash is ideal for rich media

because it delivers interactive, animated, and engaging experiences. Additionally, Macromedia Flash **ads** can provide navigation and hierarchical elements within **advertisements**. The Macromedia Flash **Tracking Kit** enables developers and **ad** serving networks to quickly and easily assign "click codes" to Macromedia Flash **advertisements**. This **tracking** tool allows developers and **ad** serving networks to **measure** the **effectiveness** of their campaigns. Leading **ad** serving networks such as DoubleClick, Engage, L90, TargetNet, and 24/7 Media have pledged their support of this new **tracking** method, which can be downloaded for free from the Macromedia Rich Media **Advertising Resource** Center (<http://www.macromedia.com/solutions/richmedia/tracking>).

...delivery platform to effectively communicate their brands online."

The alliance will address the critical issues **advertisers** are facing as they begin investing in rich media. Membership in the alliance is free and open to all leaders in the rich media **advertising** space. The alliance (<http://www.macromedia.com/solutions/richmedia/mfaa/>) will meet quarterly to address a broad range of topics that will be crucial to reducing cost and increasing the deployment of Macromedia Flash **advertising**, such as tracking standards, dimension standards, and wireless **advertising**. Companies interested in joining the alliance, which meets for the first time on January 17...

...alliance's work is critical as a Jupiter Research study found that 72 percent of **advertisers** planned to invest in rich media **advertising** in 2000, up from 27 percent in 1999. Jupiter Media Metrix predicts that almost 30...

...of the online media spending by 2005 will be dedicated to rich media or streaming **advertising**.

"Unicast is driven to make the Internet the most effective advertising medium ever created, and..."

...and DoubleClick, Inc. worked together to create the Rich Media Resource Center to educate publishers, **advertisers**, agencies, and developers through examples and case studies of successful rich media campaigns. On the site, **advertisers** can learn eight crucial steps for creating a successful campaign, while site publishers can learn how to overcome the obstacles of deploying rich media. The resource center is located at <http://www.macromedia.com/solutions/richmedia>.

About Macromedia  
Macromedia is passionate about what the Web can...

18/3,K/23 (Item 9 from file: 613)  
DIALOG(R)File 613:PR Newswire

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00445480 20001025NEW008 (USE FORMAT 7 FOR FULLTEXT)  
**Switchboard.Com Advertising Products to Be Integrated Into CommerceTone**  
**E-Marketing Services Suite**  
PR Newswire  
Wednesday, October 25, 2000 07:01 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWswire  
WORD COUNT: 776

TEXT:

...midsize business marketplace. Through tight integration with CommerceTone's merchant-friendly campaign creation and campaign **tracker** tools, small businesses are able to more easily create an **advertising** campaign on CBS Switchboard.com and **measure** its **effectiveness**. By combining the strengths of the Switchboard and CommerceTone offerings, local merchants have an increased...

**18/3,K/24 (Item 10 from file: 613)**  
DIALOG(R) File 613:PR Newswire  
(c) 2004 PR Newswire Association Inc. All rts. reserv.

00432005 20001009DAM020 (USE FORMAT 7 FOR FULLTEXT)  
**Broadbandnow Teams with Leading Distributors And Hosting Centers to Deliver Priority Network Access**  
PR Newswire  
Monday, October 9, 2000 11:23 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWswire  
WORD COUNT: 1,452

...Texas-based provider of high-speed Internet services and multimedia applications for residential consumers and **commercial** enterprises. BroadbandNOW was founded in 1994 and today delivers high-speed data services and content...

...services in more than 28 major metropolitan markets. More information about BroadbandNOW is available at <http://www.bbnow.com>.

**BroadbandNOW directPEER(TM) Relationships  
Delivery Networks**

Akamai is a foremost provider of...and multi-level security protections. The company also provides a wide range of Web site **performance monitoring** and **measurement** services.

**Content Sources**

CinemaNow, Inc. is majority owned by Trimark Pictures (Nasdaq: TMRK), which is...

18/3,K/25 (Item 11 from file: 613)  
DIALOG(R)File 613:PR Newswire  
(c) 2004 PR Newswire Association Inc. All rts. reserv.

00430568 20001005NYTH111 (USE FORMAT 7 FOR FULLTEXT)  
**Cybuy Partners with L90 to Offer Comprehensive E-Mail Marketing Solution**  
PR Newswire  
Thursday, October 5, 2000 13:06 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 677

...target ads to Web users based upon their specific interests and characteristics. adMonitor also enables **advertisers** to **track**, **measure** and manage the **effectiveness** of their **ad** campaigns in real-time. Headquartered in Los Angeles, L90 has additional offices in New York...

18/3,K/26 (Item 12 from file: 613)  
DIALOG(R)File 613:PR Newswire  
(c) 2004 PR Newswire Association Inc. All rts. reserv.

00404394 20000829SFTU114 (USE FORMAT 7 FOR FULLTEXT)  
**Moors & Cabot Initiates Coverage of Accrue Software with A Buy Rating And A \$30 Price Target**  
PR Newswire  
Tuesday, August 29, 2000 14:43 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 3,730

...importantly understand their customers' behavior. Utilizing Accrue's network based collection technology, merchandisers can better **track** their customers/ **visitors** entry point (**URL** or **ad** campaign link), their navigation through the web site (which products/news links are generating the most requests). Accrue also **tracks** customers/ **visitors** exit point(s), and exit reason (e.g. slow download speeds, unavailable information.)

Merchandisers can...  
...product is Accrue Insight. Accrue Insight is the only analytic tool in the industry that **measures** **activity** at the network level rather than the server level. A network collector enables an organization ...ad servers, such as DoubleClick, and integrates it with Insight's database. Managers can then **track** the number of **visitors** who respond from the other ad servers and their navigation through the Web site.

Content...

18/3,K/27 (Item 13 from file: 613)

DIALOG(R)File 613:PR Newswire  
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00372922 20000712NETH008 (USE FORMAT 7 FOR FULLTEXT)  
**C O R R E C T I O N -- Aspect Medical Systems, Inc./**  
PR Newswire  
Wednesday, July 12, 2000 10:59 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSPWIRE  
WORD COUNT: 908

...processed EEG  
parameter to monitor the effects of anesthetics and sedatives on the brain.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20000405/ASPMLOGO>)  
Deterioration of the brain caused by Alzheimer's Disease, or **AD**, is reflected in EEG activity and PET scan images that assess cerebral metabolic activity. BIS...

...EEG and has been shown in clinical studies to correlate with changes in cerebral metabolic **activity** and clinical **measures** of cognitive function, such as the probability of recall and memory formation. The presentation explores...

...for BIS technology to be a useful tool in detecting and monitoring the progression of **AD**.

"With more than 10 years of extensive research on memory function and consciousness monitoring, we...

...Aspect. "We have conducted numerous trials which demonstrate that BIS technology can be used to **effectively track** memory formation, and we believe there is promising evidence to suggest that bispectral analysis may ...

18/3,K/28 (Item 14 from file: 613)  
DIALOG(R)File 613:PR Newswire  
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00371776 20000712NEW003 (USE FORMAT 7 FOR FULLTEXT)  
**Aspect Medical Systems Presents Clinical Presentation at World Alzheimer Congress 2000**  
PR Newswire  
Wednesday, July 12, 2000 08:29 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSPWIRE  
WORD COUNT: 819

TEXT:  
...processed EEG  
parameter to monitor the effects of anesthetics and sedatives on the brain.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20000405/ASPMLOGO>)  
Deterioration of the brain caused by Alzheimer's Disease, or **AD**, is reflected in EEG activity and PET scan images that assess cerebral metabolic

activity. BIS...

...EEG and has been shown in clinical studies to correlate with changes in cerebral metabolic **activity** and clinical **measures** of cognitive function, such as the probability of recall and memory formation. The presentation explores...

...for BIS technology to be a useful tool in detecting and monitoring the progression of **AD**.

...Aspect. "We have conducted numerous trials which demonstrate that BIS technology can be used to **effectively track** memory formation, and we believe there is promising evidence to suggest that bispectral analysis may ...

**18/3,K/29 (Item 15 from file: 613)**

DIALOG(R) File 613:PR Newswire  
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00335235 20000516NYTU042 (USE FORMAT 7 FOR FULLTEXT)

**Panasonic Integrates Internet Keywords to Brand Products Online**  
PR Newswire

Tuesday, May 16, 2000 13:00 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 719

...the brands, products and services they're looking for without having to know the www **address**.

**Internet**

Keywords also provide brand marketers with an innovative direct response vehicle, allowing Panasonic to **track** consumer **responses** and **measure** the **effectiveness** of different **advertising** and promotional programs.

"Internet Keywords provide a bridge for connecting consumers with brands and information..."

**18/3,K/30 (Item 16 from file: 613)**

DIALOG(R) File 613:PR Newswire  
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00330801 20000510LAW040 (USE FORMAT 7 FOR FULLTEXT)

**Exodus Subsidiary Service Metrics Earns Top Award in Network Computing Review of Web Site Performance Monitoring Solutions**  
PR Newswire

Wednesday, May 10, 2000 08:03 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 574

**Exodus Subsidiary Service Metrics Earns Top Award in Network Computing Review of Web Site Performance Monitoring Solutions**

TEXT:

...Metrics(TM),  
Inc., has been awarded the Network Computing Editor's Choice award for Web  
**performance monitoring**.

In a comprehensive review of five Web site monitoring solutions,  
Service  
Metrics earned the top...

Each **performance measurement** service **monitored** the Network Computing  
Web  
site as well as two additional sites, Network World and InfoWorld...

...signifies that we've succeeded in providing  
the highest level of accuracy and depth of **performance measurement** data  
in an  
easy-to-use interface. SM-WEB's reporting features makes it an...

...needs, from IT management to sales and  
executive management."

About SM-WEB  
Exodus' SM-WEB **monitoring** service **measures** the **performance** of Web  
sites  
from the end-user perspective through its worldwide network of Data  
Collection...

...Navigator(R) or Microsoft(R) Internet  
Explorer(TM) browsers. Each agent in the network downloads URLs up to 15  
times per hour, 24 hours a day. For each URL monitored, the full page  
and all  
the objects on that page (graphics, redirects, ads, frames, etc.) are  
downloaded. As the page and all the objects on it are being...

...Web sites.  
Through its subsidiary, Service Metrics, Exodus is a leading source of Web  
site **performance monitoring** and **measurement** services. More  
information on  
Service Metrics can be found at [www.servicemetrics.com](http://www.servicemetrics.com). Exodus manages...

18/3,K/31 (Item 17 from file: 613)  
DIALOG(R)File 613:PR Newswire  
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00316194 20000419LAW121 (USE FORMAT 7 FOR FULLTEXT)  
Exodus Communications Releases Its First Independent Analysis of Tax Web  
Site Performance  
PR Newswire  
Wednesday, April 19, 2000 13:17 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 607

...R Block Tax Center

Measurement Methodology  
Using technology provided by its subsidiary, Service Metrics, Exodus  
**measures** the **performance** of Web sites from the end-user perspective  
through  
its worldwide network of Data Collection...

...each of the Web pages three times per hour, 24 hours a day. For each URL , the full page and all the objects on that page (graphics, redirects, ads , frames, etc.) are downloaded. As the page and all the objects on it are being...

...web sites. Through its subsidiary, Service Metrics, Exodus is a leading source of Web site performance monitoring and measurement services. Exodus manages its network infrastructure via a worldwide network of Internet Data Centers (IDCs...

...the United States, Europe and Asia Pacific. More information on Exodus can be found at <http://www.exodus.net>.

SOURCE Exodus Communications, Inc.  
CONTACT: Bill Quinn of Exodus Communications, Inc., 303...

**18/3,K/32 (Item 18 from file: 613)**  
DIALOG(R)File 613:PR Newswire  
(c) 2004 PR Newswire Association Inc. All rts. reserv.

00240709 20000105SFW016 (USE FORMAT 7 FOR FULLTEXT)  
**Macromedia Enables Intelligent Web Printing for E-Business Applications**  
PR Newswire  
Wednesday, January 5, 2000 08:00 EST  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,203

Photo: <http://www.newscom.com/cgi-bin/prnh/19990921/MACRLOGO> )  
With this new technology initiative, developers will...

...Click-and-Mortar coupons that drive online users to stores with trackable incentives, greeting cards, ad banner printing that prints the unseen information behind the banner , and vector-based city and street maps.

Macromedia Flash solves the ongoing problem of Web...

...users to their stores with incentives like high-quality, printable Web coupons, which are also trackable to measure effectiveness closing the loop between Web and retail locations.

\* Mapping -- Flash enables the printing of customizable...

**18/3,K/33 (Item 19 from file: 613)**  
DIALOG(R)File 613:PR Newswire  
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00214204 19991112CHF010 (USE FORMAT 7 FOR FULLTEXT)  
**Realty.com Launches AgentChoice at National Association of Realtors National Convention & Expo**

PR Newswire  
Friday, November 12, 1999 11:41 EST  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 604

TEXT:

...go on-line and create and publish full-featured professional web sites under their unique **URL**, within 15 minutes and without any technical knowledge. Powered by ActiveAgent(TM) technology, AgentChoice provides real estate agents with advanced back-end features, including **advertising** tracking, lead tracking, and traffic analysis tools.

The announcement is being made at the 1999...

...provides them with a professional custom-look web site, and the most sophisticated tools to **track** and **measure performance** and systematically manage leads."

...the cost-effectiveness of individual advertising and marketing efforts. Through ADTracker, agents can assign unique **web addresses** to individual **advertising** and marketing efforts and track their success. For example, yard signs or newspaper **ads** can be printed to display two unique **web addresses**, and each one's access and usage can be tracked.

LeadTracker - LeadTracker provides agents with...

...a return-on-investment money back guarantee.

About Realty.com

Headquartered in Columbia, South Carolina, HTTP Development, Inc., d/b/a Realty.com, provides Internet marketing and management solutions and productivity tools to residential and **commercial** real estate professionals nationwide. Since 1996, through technology/education seminars and Internet marketing, Realty.com...

...and real estate professionals with online access to realty listings, including homes, apartments, land, and **commercial** property. This realty resource center also gives access to providers of ancillary realty services and...

18/3,K/34 (Item 20 from file: 613)  
DIALOG(R)File 613:PR Newswire  
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00114284 19990524SFM084 (USE FORMAT 7 FOR FULLTEXT)  
**eBay Selects AdKnowledge for Web Ad Management**  
PR Newswire  
Monday, May 24, 1999 08:08 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 608

TEXT:

...System is designed to automate the process of executing web advertising programs, empowering users to **measure** web advertising **effectiveness** and then optimize results. AdKnowledge customers use the AdKnowledge System to maximize the return-on...

...the results of our campaigns by changing and rotating ads to improve a campaign's **performance** ."

"Our post-click **tracking** and reporting services are designed to provide eBay with a thorough understanding of exactly which...

...About AdKnowledge

AdKnowledge is the only independent provider of a complete, end-to-end web **advertising** management system that is focused entirely on the needs of buyers of **advertising** . The AdKnowledge System, delivered through an easy-to-manage web-based interface, enables marketers and agencies to execute, measure and optimize web **advertising** campaigns. AdKnowledge has forged relationships with all the key industry research, data and technology leaders. For a list of partnerships, visit the web site at <http://www.adknowledge.com/aksystems/datapartners.html>. AdKnowledge is a privately held company, funded by Kleiner...  
...in New York. Contact via phone at 650-842-6500 or on the Internet at <http://www.adknowledge.com>.

SOURCE AdKnowledge

CONTACT: Michele Schott of AdKnowledge, 650-842-6502, or mschott...

18/3,K/35 (Item 1 from file: 610)  
DIALOG(R) File 610:Business Wire  
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00555591 20010717198B6265 (USE FORMAT 7 FOR FULLTEXT)  
Techtel Demand Tracking: High Tech Demand Is Better Than It Seems; Flat is the New Target for Planning and Investing Based on Techtel's Upstream Demand Research  
Business Wire  
Tuesday, July 17, 2001 09:06 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 675

...study, contact Techtel at 510/655-9414

About Techtel Corporation

Techtel Corporation, in Emeryville, Calif., **tracks** market demand for IT solutions in 40 categories and nearly 100 companies. Techtel also **measures advertising effectiveness**, brand equity and customer loyalty. Leading technology companies rely on Techtel's research information to...

18/3,K/36 (Item 2 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00541674 20010620171B2117 (USE FORMAT 7 FOR FULLTEXT)  
**Fleet Advertising Media Group, NxGen and Terion Announce an Alliance to Provide Internet Tracking and Reporting Services for Audited Statements in Fleetside Advertising.**

Business Wire

Wednesday, June 20, 2001 10:00 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWswire

WORD COUNT: 2,425

TEXT:

...route and street addresses. These extra added value services will give clients the ability to **monitor** and **measure** the **effectiveness** of their ads on a daily basis in real time.

NxGen Telematics, Inc., a new...

...enabling advertising agencies and clients the ability to launch and monitor advertising campaigns quickly and **measure** their **effectiveness** in less time than other forms of Out of Home media.

...NxGen will make available to media companies the use of fully customized reporting services for **measuring** the **effectiveness** of their advertising. This technology will enhance the agencies' ability to target specific demographics and...

...their own private databases for each client and compare any combination of like advertisers to **measure** the results and **effectiveness** of each campaign in a given city.

NxGen's Media Platform is the advertising industry...

...agencies alike, this will be the strongest monitoring tool they have ever had available for **measuring** and targeting **performance** in the Out-of-Home market.

There is a ...correctly they engage the viewer to accept the message. The strength of the design will **determine** its **effectiveness**.

The technology of the Internet has heightened consumer's expectations. It

is  
not enough just...Inc., Apple Valley  
Tom E. Swiech, 952/686-2801  
[www.toms@nxgentelematics.com](mailto:www.toms@nxgentelematics.com)  
or  
Fleet Advertising Media Group, Inc.  
George Gearner, 800/948-4802  
[www.famg.com](http://www.famg.com)  
or  
Traffic Audit Bureau  
Larry Hennessey, 212/972-8075  
Fax: 212/972-8928  
[info@tabonline.com](mailto:info@tabonline.com)  
<http://www.tabonline.com/abouttab--index.html> or call

URL: <http://www.businesswire.com>

18/3,K/37 (Item 3 from file: 610)  
DIALOG(R) File 610:Business Wire  
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00500521 20010417107B0243 (USE FORMAT 7 FOR FULLTEXT)  
**Department of Defense To Measure Military Hospital Performance with MEDSTAT System**  
Business Wire  
Tuesday, April 17, 2001 09:20 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 671

**Department of Defense To Measure Military Hospital Performance with MEDSTAT System**

TEXT:

...a winning team with ACS (NYSE: ACS) as prime, to assist military hospitals with their performance measurement and improvement efforts under the military's National Quality Management Program (NQMP).

NQMP is focused on monitoring performance and improving quality of care within the military health system.

...military hospitals' performance on the Joint Commission on Accreditation of Healthcare Organizations' (JCAHO) ORYX(TM) performance measurement initiative. Quarterly ORYX results will be shared with NQMP participants via the Internet. NQMP involves...

...their other quality improvement activities."

MEDSTAT IMSystem was audited by JCAHO and, as an accepted performance measurement system for the JCAHO ORYX initiative, is used by several hundred hospitals and health systems...

...for reporting their

performance as part of the JCAHO accreditation process. IMSystem is a comparative **performance measurement** system that **measures** actual clinical **performance** compared to peers, and provides users with data for improving performance and demonstrating the quality...  
...country to meet their ORYX reporting requirements.  
MEDSTAT solutions provide the broadest range of accepted **performance measures** available in the industry for ORYX reporting by hospitals.

The MEDSTAT Group ([www.medstat.com](http://www.medstat.com)...)

...1000 company comprised of nearly 20,000 people in 21 countries providing technology solutions to **commercial** and government clients worldwide. The company delivers e-solutions, systems integration services, and a complete...

...symbol "ACS". ACS makes technology work for our clients. Visit ACS on the Internet at <http://www.acs-inc.com>.

The statements in this news release that do not directly relate...

**18/3,K/38 (Item 4 from file: 610)**  
DIALOG(R)File 610:Business Wire  
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00460557 20010212043B9141 (USE FORMAT 7 FOR FULLTEXT)  
**POWER Hiring Provides Innovative Hiring Process to TI**  
Business Wire  
Monday, February 12, 2001 07:59 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 587

...Hiring principles: P for Performance Profiles, which define superior performance; O for Objective Evaluation, which **measures** past **performance** as the best predictor of future performance; W for Wide-ranging Sourcing, which treats candidates as customers not subordinates; E for Emotional Control, to **measure performance** then personality; and R for Recruiting Right, which reveals how recruiting is marketing not selling...

...professionals through the hiring process from creating a new position profile, to writing and posting **effective ads**, to **tracking** and interviewing candidates, to recruiting. In public preview since October 2000, The Personal Hiring CoachSM...

...on a 30-day trial basis and for \$40 per month, per user thereafter at <http://www.POWERHiring.com>.

About POWER Hiring, Inc.

POWER Hiring, Inc. is a privately held company...

18/3,K/39 (Item 5 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00377748 20001004278B4314 (USE FORMAT 7 FOR FULLTEXT)  
**NetZero Guarantees Increase in Web Site Traffic for New Advertisers**  
Business Wire  
Wednesday, October 4, 2000 08:45 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWswire  
WORD COUNT: 958

...users while maintaining the privacy of their personal information. This technology enables the company to **monitor** the increased **visits** to an advertiser's site during their NetZero ad campaign, giving the advertiser a valuable...

...following month.

"The Internet industry has long used click yield as a measure of an **ad** campaign's effectiveness. This ignores all of the additional traffic that is generated by the...

...CEO, NetZero.

"Many users visit the sites later by typing in a web site's **URL** rather than clicking on the **banner ad** when it appears.

"Similarly, you may be driving down a road and see a billboard...

...our technology, we can now show more fully the impact of an ad campaign by **measuring** the number of **visits** to an advertised site before and during a campaign," Goldston continued. "In addition, we can...

...risks and uncertainties include, among others, the effect of competition in the area of online **advertising** and **advertising** measurement tools; NetZero's ability to maintain a user base sufficient to make its **measurement tools effective**; the ability of NetZero to operate its CyberTarget division successfully and to use CyberYield effectively...

...the company's Form 10-K and other filings with the Securities and Exchange Commission (<http://www.sec.gov>) including (without limitation) information under the captions "Management's Discussion and Analysis..."

18/3,K/40 (Item 6 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00293429 20000605157B4511 (USE FORMAT 7 FOR FULLTEXT)  
**BellSouth Introduces Managed VPN Services; Extends Internet Portfolio for**

**E-Businesses**

Business Wire

Monday, June 5, 2000 08:32 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWswire

WORD COUNT: 1,138

...the VPN network and customer premise equipment

- Proactive Service Level Agreements (SLAs) with customer-level measurement and reporting of performance objectives and automatic issuing of credits if necessary
- Round-the-clock technical support and remote...

...accounts if objectives are missed. In addition, the SLAs for this new service apply to performance measurements rated specifically for each business

customer, not aggregated as much of the industry does. Other...

...time installations

The SLAs will also include comprehensive monthly reports that will allow companies to track network performance. These Internet performance guarantees

are the latest in a series of formalized, robust service level...

...satisfied customers over all other major national providers. In addition, BellSouth has demonstrated a

consistent track record of Internet performance, earning multiple A+ ratings

over the past year from Visual Networks, a leading independent firm that measures the performance and reliability of large ISPs nationwide.

These

distinctions, along with Cisco Powered Network certification, redundant...

...services, Internet, data and e-commerce applications, wireless communications, entertainment services, and online and directory advertising to nearly 39 million customers in 19 countries worldwide.

NOTE:

For more information about BellSouth, visit our Web page at  
<http://www.bellsouth.com/>

Note to Editors:

The following BellSouth press release is one of four...

**18/3,K/41 (Item 7 from file: 610)**

DIALOG(R)File 610:Business Wire

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00264400 20000425116B4680 (USE FORMAT 7 FOR FULLTEXT)

**Keynote Announces First Diagnostic Service for the Internet, Measuring Performance of Peering Connections, to Immediately Pinpoint and Improve Web Performance Problems**

Business Wire

Tuesday, April 25, 2000 14:20 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWswire

WORD COUNT: 1,135

...and server problems by

seeing a wealth of information displayed all at once. Slow parallel traceroutes from multiple locations diagnose bottlenecks where they converge.

Parallel Instant Measurements diagnose content problems that can slow overall

performance by measuring file downloads from multiple locations and isolating the problem to a particular ad or content server or hosting location.

Keynote subscribers access Diagnostic Perspective through the MyKeynote(TM)

...

**18/3,K/42 (Item 8 from file: 610)**

DIALOG(R)File 610:Business Wire

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00180005 20000126026B1331 (USE FORMAT 7 FOR FULLTEXT)

**(PSIX) PSINet's Jyra In-Site Service Chosen by Leading Electronic Newspaper; Jyra In-Site helps Telegraph Deliver Unrivaled Performance Even at Peak Times**

Business Wire

Wednesday, January 26, 2000 10:19 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 723

TEXT:

...independent commercial Internet Service Provider and Jyra Research, Inc (OTCBB:JYRA), a leading supplier of performance monitoring solutions, announce that the Electronic Telegraph, one of Europe's largest electronic publications, has chosen...

...electronic publications.

About Jyra Research Inc

Jyra Research Inc is a leading provider of ecommerce performance monitoring solutions. Jyra measures the quality of service in terms of transactions delivered to ecommerce customers. Jyra enables business managers to monitor performance of core business systems allowing them to maximise revenue generation opportunities from ecommerce operations. Further...

...IP) data communications carrier focused on the business marketplace. As the first and largest independent commercial Internet Service Provider in the world, PSINet offers high-speed corporate LAN connectivity services supporting...

...Netherlands, Panama, Spain, Switzerland and the UK. The PSINet UK web site is available at <http://www.uk.psi.net>. The statements in this press release that relate to future plans...

**18/3,K/43 (Item 9 from file: 610)**

DIALOG(R)File 610:Business Wire

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00179302 20000125025B0568 (USE FORMAT 7 FOR FULLTEXT)  
**(ISSX) BellSouth and Internet Security Systems Team Up to Offer Total  
Managed Security Solution**  
Business Wire  
Tuesday, January 25, 2000 15:12 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWswire  
WORD COUNT: 1,166

...on their core business."

"ISS has always been impressed with BellSouth's Business Internet Services track record for performance , commitment and overall customer satisfaction," noted Tom Noonan, president and Chief Executive Officer of ISS...

...a recent Ernst & Young survey(a), more than half of U.S. businesses do NOT monitor their on-line activities and an even greater number have no planned incident response. Additionally, with more than 60...  
...monitoring and maintenance to ensure security of a company's Internet gateway  
-- Intrusion detection and response - includes real-time monitoring of network traffic for security violations or network misuse  
-- Anti-virus/anti-vandal filtering - removes...

...satisfied customers over all other major Internet providers. In addition, BellSouth has demonstrated a consistent track record of performance , earning multiple A+ ratings from April through December 1999 by Inverse Network Technology, a leading independent firm that measures the performance and reliability of large ISPs nationwide. These distinctions, along with Cisco Powered Network certification, redundant...

...a \$25 billion communications services company. It provides telecommunications, wireless communications, cable and digital TV, advertising and publishing, and ...nearly 36 million customers in 20 countries worldwide. BellSouth's Web site is located at <http://www.bellsouth.com>.

(a) Fifth annual Information Security Survey, 1999; Global results from 4,322...

**18/3,K/44 (Item 10 from file: 610)**  
DIALOG(R)File 610:Business Wire  
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00178520 20000125025B1065 (USE FORMAT 7 FOR FULLTEXT)  
**BellSouth and Internet Security Systems Team Up to Offer Total Managed  
Security Solution**  
Business Wire  
Tuesday, January 25, 2000 07:19 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWswire  
WORD COUNT: 1,166

...on their core business."

"ISS has always been impressed with BellSouth's Business Internet

Services **track** record for **performance**, commitment and overall customer satisfaction," noted Tom Noonan, president and Chief Executive Officer of ISS...

...a recent Ernst & Young survey(a), more than half of U.S. businesses do NOT **monitor** their on-line **activities** and an even greater number have no planned incident response. Additionally, with more than 60...

...monitoring and maintenance to ensure security of a company's Internet gateway  
-- Intrusion detection and **response** - includes real-time **monitoring** of network traffic for security violations or network misuse  
-- Anti-virus/anti-vandal filtering - removes...

...satisfied customers over all other major Internet providers. In addition, BellSouth has demonstrated a consistent **track** record of **performance**, earning multiple A+ ratings from April through December 1999 by Inverse Network Technology, a leading independent firm that **measures** the **performance** and reliability of large ISPs nationwide. These distinctions, along with Cisco Powered Network certification, redundant...

...a \$25 billion communications services company. It provides telecommunications, wireless communications, cable and digital TV, **advertising** and publishing, and ...nearly 36 million customers in 20 countries worldwide. BellSouth's Web site is located at <http://www.bellsouth.com>.

(a) Fifth annual Information Security Survey, 1999; Global results from 4,322...

**18/3,K/45 (Item 11 from file: 610)**  
DIALOG(R)File 610:Business Wire  
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00178518 20000125025B1063 (USE FORMAT 7 FOR FULLTEXT)  
**BellSouth Guarantees Businesses Unparalleled Dedicated Internet Service**  
Business Wire  
Tuesday, January 25, 2000 07:18 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 873

...will enjoy a new level of confidence through a number of progressive features, including:

-- Proactive **monitoring** of **performance** against all objectives and automatic issuing of credits;  
-- Guaranteed network availability of 99.9 percent...

...satisfied customers over all other major national providers. In addition, BellSouth has demonstrated a consistent **track** record of Internet **performance**, earning multiple A+ ratings from April through December 1999 by Inverse Network Technology, a leading independent firm that **measures** the **performance** and reliability of large ISPs nationwide. These distinctions, along with Cisco Powered Network certification, redundant...

...a \$25 billion communications services company. It provides

telecommunications, wireless communications, cable and digital TV, advertising and publishing, and Internet and data services to nearly 36 million customers in 20 countries worldwide. BellSouth's Web site is located at <http://www.bellsouth.com>.

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**18/3,K/46 (Item 12 from file: 610)**  
DIALOG(R)File 610:Business Wire  
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00166184 20000105005B0152 (USE FORMAT 7 FOR FULLTEXT)  
**Financial Industry Embraces WebTrends eBusiness Intelligence and Systems Management Solutions**  
Business Wire  
Wednesday, January 5, 2000 09:21 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 897

...NYSE:FTU), First USA, and State Street Bank (NYSE:STT) use WebTrends enterprise solutions to **efficiently track** customer trends and optimize their eBusiness.

Today's financial companies are aggressively utilizing the Internet...

...Product Manager at Bank of the Northwest. "Using WebTrends' comprehensive, scalable reporting capabilities, we can **effectively measure** our Internet efforts to better serve our customers."

WebTrends Corporation provides the industry's most...  
...Northwest Bank of the Northwest (Nasdaq:BKNW), is a locally owned and managed full-service **commercial** bank that opened for business in October 1996. Based on measurement statistics tracked by the...

...businesses, professionals, community organizations and individuals. Visit Bank of the Northwest on the web at <http://www.bknw.com>.

About WebTrends Founded in 1993, WebTrends Corporation (<http://www.webtrends.com>) is...

**18/3,K/47 (Item 13 from file: 610)**  
DIALOG(R)File 610:Business Wire  
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00165501 20000104004B1307 (USE FORMAT 7 FOR FULLTEXT)  
**Teen.com Moves Servers to Exodus as Teens Flock Online**  
Business Wire  
Tuesday, January 4, 2000 11:11 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 532

...sites. Through its subsidiary, Service Metrics(TM), Exodus is a leading source of Web site **performance monitoring** and **measurement** services. Exodus manages its network infrastructure via a worldwide network of Internet Data Centers (IDCs...).

...list (The Web's Most Popular Kids Sites [www.hot100.com/kids](http://www.hot100.com/kids))

For information on **advertising**, contact AdSmart at: [ads@teen.com](mailto:ads@teen.com). More information on Teen.com can be found at <http://www.teen.com>.

This press release contains forward-looking statements. Actual results may differ materially...

**18/3,K/48 (Item 14 from file: 610)**  
DIALOG(R) File 610:Business Wire  
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00155775 19991213347B1547 (USE FORMAT 7 FOR FULLTEXT)  
**BellSouth Ranked Number One ISP by Business Customers**  
Business Wire  
Monday, December 13, 1999 12:46 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 711

...one of the nation's top-rated Internet service providers. BellSouth has demonstrated a consistent **track record** of Internet **performance**, earning multiple A+ ratings from April through October 1999 by Inverse Network Technology, a leading independent firm that **measures** the **performance** and reliability of large ISPs nationwide. These distinctions, along with redundant Internet backbone links, 24x7...

...a \$25 billion communications services company. It provides telecommunications, wireless communications, cable and digital TV, **advertising** and publishing, and Internet and data services to nearly 36 million customers in 19 countries worldwide. BellSouth's Web site is located at <http://www.bellsouth.com>.  
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**18/3,K/49 (Item 15 from file: 610)**  
DIALOG(R) File 610:Business Wire  
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00151468 19991206340B0458 (USE FORMAT 7 FOR FULLTEXT)  
**Streaming Media West '99 Exhibitor Profiles A Through Z; Conference and Exposition to Take Place This Week (Part 4 of 4)**  
Business Wire  
Monday, December 6, 1999 14:00 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 2,311

...media --  
RealNetworks and InterVu -- content distribution -- Akamai and numerous content Web sites. For more information, **visit** [www.globeinternet.net/](http://www.globeinternet.net/) **track** /.

Company: TellSoft Technologies  
Booth: 913  
Contact: Scott King  
Phone: 800-225-2689  
E-mail: sales...only company to offer a complete suite of products and services for authoring, deploying and **measuring** the **effectiveness** of interactive broadband programming. This unique set of offerings includes dynamic overlays and storyboarding, powerful...Suite, allows for an incomparable interactive webcast experience, fusing together video/audio streaming, animation, graphics, **banner ads**, e-commerce, text and database information. Webcasts.com has set the benchmark for dynamic, live webcast experiences, including live **URL** flips -- links produced 'on-the-fly' in context with the webcast content. The company produces...

...D.C., Chicago,  
IL, Phoenix, AZ and Oklahoma City, OK. Visit their Web site at  
<http://www.webcasts.com>.

Company: Westwind Media.com, Inc.  
Booth: 516  
Contact: Liz Hansen  
Phone: 303...

18/3,K/50 (Item 16 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00146182 19991101305B1222 (USE FORMAT 7 FOR FULLTEXT)  
Engage's I/PRO Launches Velocity; Web Measurement Leader Introduces New Service For Monitoring Web Site Speed and Performance  
Business Wire  
Monday, November 1, 1999 08:03 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,065

TEXT:  
...to its line  
of Web site analysis services. Velocity provides customers with the ability to **monitor** the speed and **performance** of their sites from their end-users' perspective to ensure third-party accountability; solve Web...

...satisfying this critical need for information," said Deborah McWhinney, I/PRO President. "Our NetLine site **activity measurement** service and Custom Research services provide a site with knowledge on the size, quality and...

Velocity provides information on how long it takes to access a **URL**, begin receiving **URL** content, and download all the content or objects on that page. **Ad banners** and third-party syndicated content can be monitored to ensure they are delivered within the...

...to target and deliver advertisements, commerce and e-commerce offerings to their audiences and to **measure** their **effectiveness**. On September 23, 1999, Engage entered into a definitive

agreement to acquire AdKnowledge Inc., a...

**18/3,K/51 (Item 17 from file: 610)**  
DIALOG(R)File 610:Business Wire  
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00118554 19991012285B0141 (USE FORMAT 7 FOR FULLTEXT)  
**AltaVista to Deploy Engage's Profiling Technology to Enhance Profile-Driven Advertising**  
Business Wire  
Tuesday, October 12, 1999 09:53 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,003

TEXT:

AltaVista Company, the premier media and commerce network and top 10 Internet site at <http://www.altavista.com>, has selected Engage Technologies, Inc. (NASDAQ:ENGA) to provide enhanced profile-driven online **advertising** technology and services. AltaVista and Engage are both majority-owned operating companies of CMGI, Inc...

...based on comprehensive visitor profiling. AltaVista advertisers will benefit from a greater ability to accurately **track** and **measure** the **effectiveness** of their advertising campaigns with this new technology. Terms of the agreement were not disclosed.  
...to target and deliver advertisements, commerce and e-commerce offerings to their audiences and to **measure** their **effectiveness**. On September 23, 1999, Engage entered into a definitive agreement to acquire AdKnowledge Inc., a...

**18/3,K/52 (Item 18 from file: 610)**  
DIALOG(R)File 610:Business Wire  
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00108568 19990923266B0243 (USE FORMAT 7 FOR FULLTEXT)  
**CACI Products Company Expands Capabilities of Network Associates Product Line**  
Business Wire  
Thursday, September 23, 1999 13:16 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 727

...availability. Sniffer Predictor can generate detailed reports and charts illustrating how various network changes affect **performance**, outlining **measures** in delay and utilization as well as predictions of where bottlenecks may appear. Sniffer Predictor...

...specific application tools since 1962. CACI's products are used by more than 8,000 **commercial**, government and academic institutions worldwide. Specializing in **performance** prediction, **monitoring** and planning software, CACI provides innovative simulation software for network managers, service providers, integrators, and...  
...wholly owned subsidiary of CACI International Inc. More information is available on the Internet at <http://www.caciproducts.com>.

COMNET Predictor is a trademark of CACI Products Co. All other companies...

18/3,K/53 (Item 19 from file: 610)  
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00091222 19990817229B1131 (USE FORMAT 7 FOR FULLTEXT)  
**BlueStreak.com Introduces Unrivaled Advertising Authoring System**  
Business Wire  
Tuesday, August 17, 1999 08:29 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWswire  
WORD COUNT: 1,013

...advertising agency can develop and implement an ad. With On-The-Fly, agencies can also **monitor** the **effectiveness** of the ad in real-time and make alterations throughout a live campaign.

"By enabling...

...the campaign.

**On-The-Fly Reports:** This allows advertisers and merchants to access information to **measure** the **effectiveness** of the advertising campaign. Users access the information online at the BlueStreak Customer Center server...

...Newport, RI, BlueStreak.com was founded to capitalize on the intersection of online commerce and **advertising**. By merging the power of interactive **advertising** with on-the-spot transactions, BlueStreak.com enables customers to develop innovative solutions for electronic commerce, interactive information exchange and online **advertising** significantly faster than existing offerings, while addressing the many pitfalls that exist with current **advertising** solutions. The company's E\* **Banner** technology enables high-impact, rich media **ads** that provide an expandable, transactive environment which can be used to sell products, exchange information or **advertise**. BlueStreak.com's technology provides significant benefits to **advertisers** and merchants, Web sites, **advertising** agencies and end users alike by increasing the potential for a transaction to occur, without hijacking consumers to another site. Examples of E\* **Banner** technology at work, as well as more information on the company, can be found at <http://www.bluestreak.com>.

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CONTACT: BlueStreak.com...

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00039996 19990504124B1586 (USE FORMAT 7 FOR FULLTEXT)  
**IBM Turns Up the Heat With Delivery of HotMedia 2.0**  
Business Wire  
Tuesday, May 4, 1999 15:49 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,115

...Version 2.0 of the HotMedia toolkit, which can be downloaded free-of-charge at <http://www.ibm.com/hotmedia> beginning June 1, 1999, includes the following new features: Authoring support...

...over audio in HotMedia 1.2. HotMedia can deliver streaming audio to enhance e-commerce, **banner advertising** and other applications as part of the single, easy-to-use HotMedia file. Java 360...

...privacy, HotMedia's tracking features can be disabled when the content is created, preventing any **tracking** of user **activity**. **TrackSelect** : This new feature enables content authors to "label" the media tracks within a HotMedia file...

...network speed. Using this feature, Web publishers can target individual elements of, for example, a **banner ad** to specific target audiences. Timing estimation. A 'timing meter' within the HotMedia assembly tool provides...

...advertising across the Web. "Together with MatchLogic's demographic databases and our SpeedSelect solution for **determining** the **effective** bandwidth a user is experiencing, TrackSelect can help provide compelling, targeted, and bandwidth-appropriate content..."

...mouse.  
Intellicast -- The premiere weather forecasting site on the Web is using HotMedia to allow **visitors** to **track** tornadoes and hurricanes.  
IPIX Partnership

Demonstrating its ability to integrate third-party Java functions into...

18/3,K/55 (Item 21 from file: 610)  
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00035835 19990427117B1269 (USE FORMAT 7 FOR FULLTEXT)  
**InterWorld Announces Strategic Alliance With Linkshare**  
Business Wire  
Tuesday, April 27, 1999 11:29 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 764

TEXT:  
Combined Technology Expands eCommerce Site Functionality to Include Ability to **Track**, **Manage** and **Measure Effectiveness** of Online

Marketing and Promotional Initiatives

...drive additional revenue. In addition, it provides them with the ability to track, manage and **measure** the **effectiveness** and profitability of their online marketing and promotional initiatives," said Cheryl Duda-Harte, vice president...

...marketing and operational requirements necessary for any Internet business to

succeed." LinkShare Corporation

LinkShare Corporation (<http://www.linkshare.com>) is the leader in harnessing the power of the Web for eCommerce...

...part of the marketing mix and a necessary complement to such traditional marketing vehicles as **advertising**. In addition to providing technology, LinkShare serves as an independent third party, tracking and verifying...

18/3,K/56 (Item 22 from file: 610)  
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00019232 1999081B1239 (USE FORMAT 7 FOR FULLTEXT)  
**Andromedia Introduces Aria 3.0 and Aria Enterprise 3.0 -- the World's Most Advanced and Comprehensive Realtime Web Site Activity Analysis Software**  
Business Wire  
Monday, March 22, 1999 09:28 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,385

TEXT:

ARIA is the solution of choice for marketers and Web site managers who want to **measure** the **effectiveness** of online marketing

campaigns and need the most comprehensive view of their online businesses

...depth of information, the flexibility, and the scalability that ARIA provides. Using ARIA, marketers can **measure** the **effectiveness** of their campaigns and promotions, determine what content is most appealing, and know how to...

...are reacting to particular pages, content sections, advertisements or promotions.

ARIA's automated reports include: **Visitor** Reports to **determine** whether the site is attracting new or repeat visitors; Site Objective Reports that provide immediate conversion details to **determine** which promotions drive **visitors** that perform desired site objectives; Content Reports to determine whether specified content is viewed; Navigation...

...Like a Marketer

ARIA and ARIA Enterprise include the ARIA Category Manager for grouping online **ads** and marketing promotions into campaigns and batching pages or directories into Web site themes for quick analysis. ARIA's Dynamic Content Analysis efficiently analyzes **URLs** of third-party content publishing systems and Web application servers plus in-house CGI and Java applications. ARIA's DNS Resolution displays top **visitor** domains to **determine** target audience attraction. The ARIA Analyzer provides a Web interface for remote administration monitoring plus...

...API for custom report design and delivery; the ARIA Universal ID Server that enables unique **visitor** **tracking** across multiple domains comprising a site; the ARIA Exporter and the ICE (Information and Content...

18/3,K/57 (Item 23 from file: 610)  
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00019077 1999081B1116 (USE FORMAT 7 FOR FULLTEXT)  
**Red Hat Software to Incorporate Ganymede Software Performance Endpoints**  
**Into Next Release of Red Hat Linux**  
Business Wire  
Monday, March 22, 1999 08:32 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWswire  
WORD COUNT: 1,080

...Red Hat Linux.

These endpoints are software agents used by Ganymede's Chariot and Pegasus **performance** management solutions to **measure** the network **performance** of applications. This collaboration gives Internet service providers (ISPs) and corporations an easy way to test and **monitor** the **performance** of networks with Linux servers installed.

"Just about every ISP we talk to has installed..."

...available version of Linux, we are making it easier for Linux users to test and **monitor** the network **performance** of applications."

One of the hottest emerging market opportunities for Internet service providers is application...

...with application outsourcing."

Ganymede Software has two products, the Chariot testing system and the Pegasus **performance** **monitor**. Chariot has become the de facto standard for testing end-to-end performance of a...

...application or technology, deploying a new infrastructure or adding more users to a network. Pegasus **monitors** end-to-end **performance** over time. Pegasus proactively alerts IT managers to performance problems and enables them to analyze...

...Linux operating system. Working in cooperation with a huge development team of research, academic, and **commercial** software developers over the Internet, Red Hat's goal is to build the most accessible...  
...Australian Personal Computing Magazines, and won the "Just Plain Cool" award. On the Internet, visit <http://www.redhat.com>

About Ganymede Software

Ganymede Software Inc. is the first to introduce a...